

### **Fort Knox Branding Input Sought:**

Do you have an idea on how Fort Knox should be rebranded now that it has transformed from an armor training post to a multifunctional installation?

Concepts – be it a slogan, graphic, or both – should be submitted to the Fort Knox Public Affairs Office by July 31 at [usarmy.knox.imcom-atlantic.mbx.pao@mail.mil](mailto:usarmy.knox.imcom-atlantic.mbx.pao@mail.mil).

The installation motto “Strength Starts Here” was created three years ago to signify the new missions at Fort Knox and will remain a part of Fort Knox’s branding. However, because of the discontinuance of U.S. Army Accessions Command, a slogan to replace “Home of the Human Resource Center of Excellence” is sought.

Here are the basic criteria that should be followed for a new installation slogan and graphic representation:

- Use the Fort Knox branding scheme or ensure that the concept would match or nest well with the Fort Knox branding scheme.
  - Fort Knox branding scheme: Font - Interstate Bold. Color pantones - 123 C, 416 C and 418 C.
- Reflect the installation’s history (e.g., Home of Artillery, Home of Armor) and current-day missions/organizations (e.g., human capital commands, combat deployable units, Reserve organizations, comprehensive training activities on the installation).

The Fort Knox commanding general and garrison commander will review each submission with the winning concept unveiled at a special event and permanently posted at several locations across the installation. Additionally, the winner will receive a \$500 prize package that can be used toward on-post leisure, recreation, and dining options, courtesy of the Fort Knox Directorate of Family and Morale, Welfare and Recreation.